

JAN 10 1925

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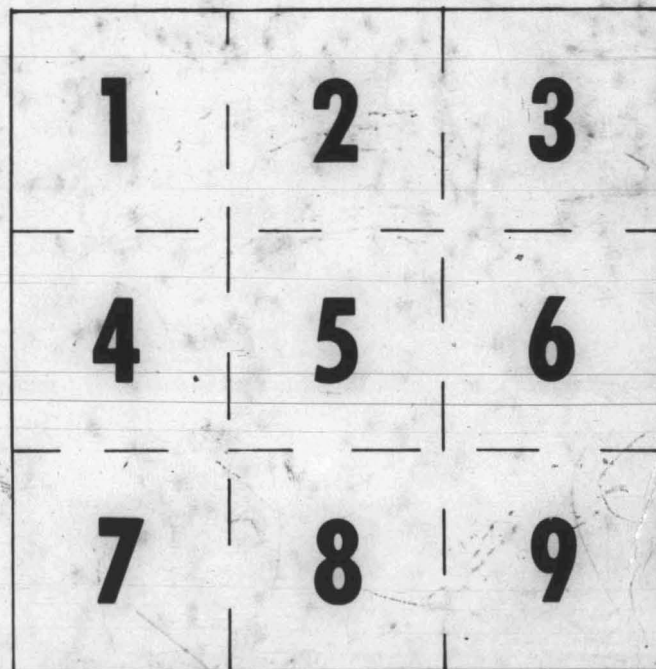
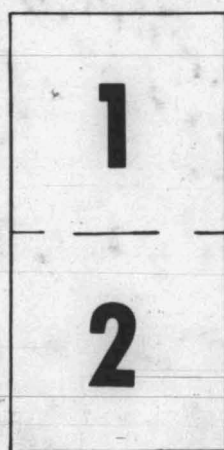
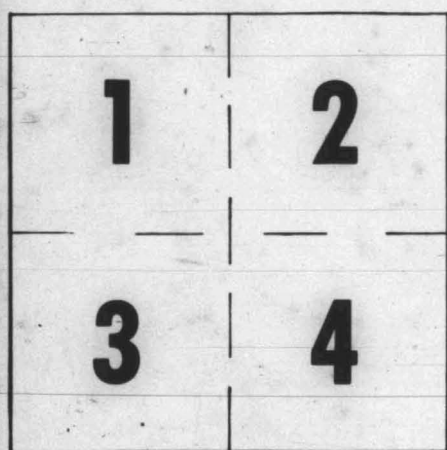
EAST OF SUEZ ✓

Photoplay in seven reels ✓

From the play by ~~W~~ Somerset Maugham

Author of the Photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

Maps on this order too large to be entirely included in one exposure are filmed clockwise beginning in the upper left hand corner, left to right and top to bottom as many frames as required. The following diagrams illustrate the method.



"East of Suez" is 7 Reels—6,716 Feet Long

JAN 10 1925

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

POLA NEGRI

in a RAUL WALSH

"EAST OF SUEZ"

with Edmund Lowe
From the
Sc

ON

Negri

PURPOSE: To Help Y

"EAST OF SUEZ", PRODUCED BY PRESENTS POLA NEGRI

©CIL 21010

PUTTING IT OVER RIGHT

Here's Pola in a new kind of role.

Newspaper teasers: "It takes you 'somewheres east of Suez'." "When East meets West," etc.

Street signs—arrows, reading "East of Suez," pointing the way to your theatre. Nail these on trees, poles, walls.

Great chance for a tie-up with book stores here. The story is one of the most popular by Somerset Maugham which recently put in an appearance in novel form. Furnish booksellers with stills from the production for window displays. A placard could read "Here is the book from which the great Paramount picture was made. Read the book—see the picture."

Decorate your lobby with hanging lanterns, vases, incense burners and the like. Work up an Oriental atmosphere about the picture. Richness and gorgeousness stands out all over "East of Suez."

If you run a prologue, have Kipling's "Mandalay" sung on the stage. Then have the orchestra play the popular song of the same name.

Tie-up with Chinese novelty shops.

Get after local modistes. Pola wears many of the latest creations from Paris in "East of Suez." Arrange window displays, fashion shows, etc.

Are you a regular herald user? You will be after you see the one Paramount has prepared on this production.

Mail this card to your patrons: "Spend a delightful evening 'East of Suez.' It's Pola Negri's new Paramount picture at the....."

Travel bureau tie-up: "No matter if you're going 'East of Suez' or to the North Pole, we can furnish you with all the particulars.

Pola Negri starring in a picture directed by the man who made "The Thief of Bagdad." That should get them!

Throwaway—Card with a lot of Chinese writing on one side—on



Pola Negri
in the Paramount Picture
"East of Suez"
Production Mat 1PA

"EAST OF SUEZ" NEW NEGRI FILM

Paramount Screens Somerset
Maugham Stage Success

(Synopsis Story)

"EAST OF SUEZ," a new Para-

Negri, opens at the..... Theatre next... for a.... days' run. The picture is an adaptation by Sada Cowan of Somerset Maugham's Broadway stage hit of the same name. Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in support of the star.

The story is that of a young girl returning to China after an absence which has lasted since her childhood. Enroute, she receives a wire saying that her only relative, her father, is dead. She arrives in China without friends and is immediately tormented by the unwelcome attentions of a white man and a Chinese nobleman.

The one man for whom she cares, George Tevis (Edmund Lowe), is informed by his uncle, the British Consul, played by Noah Beery, that Daisy (Pola) is really a Chinese half-caste and as such, is impossible as a wife. Tricked into deserting her, Con-

Ship me somewhere east of Suez

where there's no Ten Commandments,

a thirst—

FOR the first time in her career as an actress, Pola Negri stars in her "East of Suez."

Although the star has played characters of practically every nationality from the Argentine to Russia, her latest starring picture, "East of Suez," is the first to carry her beyond the rising sun in the East.

THE story adapted by Sada Cowan from the play by Somerset Maugham, is a powerful tale of what happens when East meets West—an enthralling love drama—a riot of gorgeous gowns and magnificent settings.

Pola's role is one which will get the sympathy of the audience from the start. A lonely girl shunned by those who formerly had been eager for her society because they believe her to be half Chinese.

"East of Suez" is a gripping mystery-drama of China in which the fate of a girl is decided between three white men, a sin-

ister Chinese woman in a mystery.

—and the

The whole

of richness

deals with

of the Chin

story. Silk

rest are re

which make

most striking

Edmund

Noah Beery



Pola Negri and Edmund Lowe in the Raoul Walsh Production
A Paramount Picture

Production Mat 3P

PICTURE FACTS IN BE

SHEET

Adolph Zukor and Jesse L. Lasky present

POLA NEGRI

A RAOUL WALSH Production

"EAST OF SUEZ"

Edmund Lowe, Rockcliffe Fellowes and Noah Beery
Somermet Maugham
Sada Cowan
Picture

Negri

To Help You See the Picture to the Public.

PRODUCED BY RAOUL WALSH, POLA NEGRI IN A NEW KIND OF ROLE

...res east of Suez... as in the best is like the worst,
...no Ten Commandments, in a man can raise

Rudyard Kipling

career as an actress, Pola Negri appears in a role which takes
played characters of practically every country in the Occident,
her latest starring picture for Paramount, a Raoul Walsh
y her beyond the rising sun into the mysterious regions of the

la Cowan from Somermet Maugham, is a love drama—a magnificent set—
and there's a happy ending!

The whole production is filmed on a scale of richness all the more striking because it deals with a strange race—the gorgeousness of the Chinese is the keynote of the whole story. Silks, hangings, carvings and all the rest are reproduced with an elaborateness which makes "East of Suez" one of the year's most striking pictures.

Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in support.

POLA IN HER FIRST ROLE WITH ORIENTAL SETTINGS

Story Adapted by Sada Cowan from Play
by Somermet Maugham—Edmund Lowe,
Rockcliffe Fellowes, Noah Beery
Featured in the Cast

Cast

Daisy Forbes. POLA NEGRI
George Tevis
Edmund Lowe
Harry Anderson
Rockcliffe Fellowes
British Consul. Noah Beery
Lee Tai... Sojin Kamiyama
Amah... Mrs. Wong Wing
Sylvia Knox
Florence Regnart
Harold Knox. Charles Requa
Sidney Forbes. E. H. Calvert

Produced by Man Who Made
Fairbanks' "The Thief
of Bagdad"

(Synopsis of the Story)

DAISY FORBES, beautiful daughter of a wealthy Englishman living in Shanghai, has finished her education at a fashionable school in England and is on her way to see her father in China for the first time in fifteen years.

On board ship her beauty attracts a great deal of attention. Two men, particularly, George Tevis and Harry Anderson, are ardent in their attentions. A cablegram arrives announcing the death of the girl's father. Heart-broken, Daisy accepts Tevis' offer of marriage.

Back in Shanghai Daisy finds herself an heiress to millions, but an orphan and friendless because Amah, an old Chinese nurse, a sinister native nobleman who plans to get hold of the girl, tells her (falsely) that she is her mother.

Tevis' uncle, the British Consul, tricks the boy into a trip into the interior, telling him that marriage to Daisy would mean the ruin of his career.

Daisy finds the net of conspiracy closing around her as the old Chinese nobleman seeks to force her to marry him. She is finally carried a captive to Lee Tai's house boat, but escapes by jumping overboard and is picked up by none other than Harry Anderson. Driven by the fear that Lee Tai will finally capture her, Daisy eagerly accepts Anderson when he again proposes marriage, although she still loves Tevis despite the fact that she thinks that he deserted her because he believed her to be half Chinese.

One evening when Anderson is out of town, Tevis, who has undergone a change of heart, calls Daisy on the phone and she invites him to dinner, although her

EAST MEETS WEST IN POLA'S LATEST

When the Reversed in "East
Self from Suez" at Rialto

EAST is East and West is West—and never the twain shall meet," says Rudyard Kipling.

But East really meets West at the... all this week. What happens?

The answer is powerfully told in "East of Suez," Pola Negri's new Paramount picture, an adaptation of the stage play by Somermet Maugham.

Paradoxically, the working out of this colorful story of the Orient proves conclusively that it is impossible for the east and the west to meet upon an equal footing.

In "East of Suez," Pola Negri plays the role of a girl who is supposed to be partly English and partly Chinese. The social difficulties into which her half-caste origin leads her form the basis for the drama of the story.

Raoul Walsh, who produced Douglas Fairbanks' "The Thief of Bagdad," directed the production. Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in the supporting cast.



and Lowe in the Raoul Walsh Production "East of Suez"
A Paramount Picture
Production Mat 3P

FACTS IN BRIEF FORM

Street signs—arrows, reading "East of Suez," pointing the way to your theatre. Nail these on trees, poles, walls.

Great chance for a tie-up with book stores here. The story is one of the most popular by Somerset Maugham which recently put in an appearance in novel form. Furnish booksellers with stills from the production for window displays. A placard could read "Here is the book from which the great Paramount picture was made. Read the book—see the picture."

Decorate your lobby with hanging lanterns, vases, incense burners and the like. Work up an Oriental atmosphere about the picture. Richness and gorgeousness stands out all over "East of Suez."

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Get after local modistes. Pola wears many of the latest creations from Paris in "East of Suez." Arrange window displays, fashion shows, etc.

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Travel bureau tie-up: "No matter if you're going 'East of Suez' or to the North Pole, we can furnish you with all the particulars.

Pola Negri starring in a picture directed by the man who made "The Thief of Bagdad." That should get them!

Throwaway—Card with a lot of Chinese writing on one side—on the other your theatre announcement.

Dress your ushers Chinese fashion.

The title is derived from Kipling's famous lines: "Ship me somewhere East of Suez, where the best is like the worst; where there aren't no Ten Commandments and a man can raise a thirst." You can use this quotation as teaser in many ways.

Pola has just scored a tremendous hit in "Forbidden Paradise," as this press sheet goes to the printer. Cash in on this by telling them that Pola is the same love siren in "East of Suez" as she is in "Forbidden Paradise." Or "The star of 'Forbidden Paradise' in another love-drama, 'East of Suez'."

Teaser: You may have been North of 36 and West of the Water Tower, but if you've never been East of Suez, you ain't seen nothing yet!

Somerset Maugham, author of "East of Suez," is also author of "Rain," the most sensational stage hit that has struck New York in years. Cash in on this fact.



Pola Negri
in the Paramount Picture
"East of Suez"
Production Mat 1PA

"EAST OF SUEZ" NEW NEGRI FILM

Paramount Screens Somerset
Maugham Stage Success

(Synopsis Story)

EAST OF SUEZ, a new Para-

Negri, opens at the..... Theatre next... for a... days' run. The picture is an adaptation by Sada Cowan of Somerset Maugham's Broadway stage hit of the same name. Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in support of the star.

The story is that of a young girl returning to China after an absence which has lasted since her childhood. Enroute, she receives a wire saying that her only relative, her father, is dead. She arrives in China without friends and is immediately tormented by the unwelcome attentions of a white man and a Chinese nobleman.

The one man for whom she cares, George Tevis (Edmund Lowe), is informed by his uncle, the British Consul, played by Noah Beery, that Daisy (Pola) is really a Chinese half-caste and as such, is impossible as a wife. Tricked into deserting her, Conway is sent into the interior presumably on official business, leaving the girl to fight a lonely battle against her two suitors. Her position is made unbearable by an old Chinese nurse who tricks

Daisy into believing she is her mother.

Choosing between two evils, Daisy takes what appears to be the lesser and marries the white man. The marriage proves a tragedy for her husband soon thinks he learns that her old Chinese nurse is Daisy's mother and treats both with cruelty.

Coming back from the interior, Conway is compelled by his love for Daisy to call her on the telephone in the hope of again seeing her. She has been warned by her husband that he will kill her if she sees George again. Thinking her husband is out of the city, she invites Tevis to dinner.

Just as the meal is about to be served, her husband, played by Rockcliffe Fellowes, returns and the drama of the story rises to a pitch of enthralling interest.

"East of Suez" is said to be one of the most unusual stories which has ever been presented in motion picture form.

from the Argentine to Russia, her latest star production, is the first to carry her beyond the East.

THE story adapted by Sada Cowan from the play by Somerset Maugham, is a powerful tale of what happens when East meets West—an enthralling love drama—a riot of gorgeous gowns and magnificent settings.

Pola's role is one which will get the sympathy of the audience from the start. A lonely girl shunned by those who formerly had been eager for her society because they believe her to be half Chinese.

"East of Suez" is a gripping mystery-drama of China in which the fate of a girl is decided between three white men, a sin-

ister Chinese woman in a mystery.

—and the The whole of richness deals with... of the Chinese story. Silk... rest are re... which mak... most strik...

Edmund... Noah Beer...



Pola Negri and Edmund Lowe in the Raoul Walsh
A Paramount Picture
Production Mat 3P

PICTURE FACTS IN

Star—

POLA NEGRI, whose work in "Forbidden Paradise" was acclaimed by press and public alike as one of the finest examples of dramatic acting to have ever reached the screen. Here she is in "East of Suez" in an entirely new characterization by a new (for her) director.

Producer—

Raoul Walsh who is best known, perhaps, as director of Douglas Fairbanks' "Thief of Bagdad." Walsh also made "Kindred of the Dust," among others.

Author—

Somerset Maugham. The screen play is an adaptation of his stage success in which Florence Reed scored on Broadway. The story has recently been published in novel form and is right up among the best sellers. Maugham also wrote the phenomenal Broadway stage success, "Rain."

Scenarist—

Sada Cowan, who collaborated with Howard Higgin on the scenario of "Changing Husband."

Cameraman—

Victor Milner.

Support—

Edmund Lowe, Rockcliffe Fellowes, Noah Beery are featured in principal roles. Others include Sojin Kamiyama, one of the greatest actors of Japanese stage; Mrs. Wong Wing, Florence Reed, Charles Requa, E. H. Calvert.

Type of Story—

Colorful mystery-drama of love and intrigue in China—one of the most unusual stories East that have ever been put into picture form.

Box-Office

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The... the Cl... spared... tacle...

which... Pola... the sh...

characters of practically every country in the Occident, the latest star of the picture for Paramount, a Raoul Walsh production, is rising sun into the mysterious regions of the beyond the

owan from gham, is a when East drama—a magnificent set- et the sym- start. A o formerly ecause they g mystery- e of a girl en, a sin-

ister Chinese nobleman and an old Chinese woman in whose brain lies the key to the mystery.

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Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in support.



Lowe in the Raoul Walsh Production "East of Suez" A Paramount Picture
Production Mat 3P

FACTS IN BRIEF FORM

Box-Office Value—

Pola in a role radically different from anything she has ever attempted before—Pola in her first production under Raoul Walsh, supported by a hand-picked cast—Pola as a white girl, educated in England and living in China—a part that offers her every opportunity to top her splendid performance in "Forbidden Paradise," and she does just that!

The Highspots—

There's great suspense in the scenes where the old Chinese merchant cunningly contrives to force Pola to marry him. The scene where the star drinks the drugged cup and is led away to the house boat is a strong one. Her adventures aboard the boat, surrounded by every luxury, the enveloping menace of the terrible Chinese and her escape provide real thrills.

The scene in which the girl is led to believe that she is half Chinese gives Pola a unique opportunity for emotional acting. Her marriage to Fellowes is a dramatic highlight. The girl believes she is thus making a choice of the lesser of two evils. It is a case of either Fellowes or the scheming Oriental.

There's a big kick in the scene where Fellowes, after he has drunk the poisoned wine and goes to attack Lowe, falls down the steps in his garden to his death.

The sets built for "East of Suez" are chiefly in the Chinese fashion. No expense or trouble was spared and as a result this picture presents a spectacle of gorgeousness which surpasses any film which has dealt with the Orient.

Pola's costumes are all the latest creations from the shops of Paris.

Featured in the Cast

Cast

Daisy Forbes. POLA NEGRI
George Tevis
Edmund Lowe
Harry Anderson
Rockcliffe Fellowes
British Consul. Noah Beery
Lee Tai. . . . Sojin Kamiyama
Amah. . . . Mrs. Wong Wing
Sylvia Knox
Florence Regnart
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EAST MEETS WEST IN POLA'S LATEST

Ken thing Reversed in "East of Suez" at Rialto

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Paradoxically, the working out of this colorful story of the Orient proves conclusively that it is impossible for the east and the west to meet upon an equal footing.

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Raoul Walsh, who produced Douglas Fairbanks' "The Thief of Bagdad," directed the production. Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in the supporting cast.



Pola Negri in the Paramount Picture "East of Suez"

Production Mat 1PB

Big Picture Coming

Manager brings to the screen at the Theatre next and a picture that has been acclaimed as Pola Negri's greatest American-made production—"East of Suez."

The story is a screen version of Somerset Maugham's Broadway stage play and features Edmund Lowe, Rockcliffe Fellowes and Noah Beery in support of the star.

"East of Suez" is a gripping mystery-drama of love and intrigue with the scenes laid in China. It is said that Paramount spared neither time nor money that this production might be the greatest thing of its kind ever to reach the screen.

Raoul Walsh, who made Fairbanks' "The Thief of Bagdad," directed.

Produced by Man Who Made Fairbanks' "The Thief of Bagdad"

(Synopsis of the Story)

DAISY FORBES, beautiful daughter of a wealthy Englishman living in Shanghai, has finished her education at a fashionable school in England and is on her way to see her father in China for the first time in fifteen years.

On board ship her beauty attracts a great deal of attention. Two men, particularly, George Tevis and Harry Anderson, are ardent in their attentions. A cablegram arrives announcing the death of the girl's father. Heart-broken, Daisy accepts Tevis' offer of marriage.

Back in Shanghai Daisy finds herself an heiress to millions, but an orphan and friendless because Amah, an old Chinese nurse, deceived by the scheming Lee Tai, a sinister native nobleman who plans to get hold of the girl, tells her (falsely) that she is her mother.

Tevis' uncle, the British Consul, tricks the boy into a trip into the interior, telling him that marriage to Daisy would mean the ruin of his career.

Daisy finds the net of conspiracy closing around her as the old Chinese nobleman seeks to force her to marry him. She is finally carried a captive to Lee Tai's house boat, but escapes by jumping overboard and is picked up by none other than Harry Anderson. Driven by the fear that Lee Tai will finally capture her, Daisy eagerly accepts Anderson when he again proposes marriage, although she still loves Tevis despite the fact that she thinks that he deserted her because he believed her to be half Chinese.

One evening when Anderson is out of town, Tevis, who has undergone a change of heart, calls Daisy on the phone and she invites him to dinner, although her husband had warned her that death would be the result if she ever saw Tevis again.

Lee Tai forms a plot with old Amah to poison Tevis. Anderson unexpectedly returns. The girl is in an agony of suspense waiting for her husband to make known his intentions.

The glasses with the . . . mixed and it falls Anderson's lot to pick the poisoned one. In his death struggle he tries to shoot Tevis but falls backward down the steps—dead.

Daisy and Tevis embark for England—and the future.

No Price Advance

In answer to inquiries, Manager announces that there will be no raise in admission prices at the Theatre next week when the Raoul Walsh-Paramount picture, "East of Suez" starring Pola Negri, is shown.

The picture was adapted for the screen by Sada Cowan from the legitimate play of the same name, by Somerset Maugham which ran on Broadway. Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in prominent roles opposite the star.

The picture is something unusual for Pola—a role radically different from anything she has ever done before—a role that is said to be her most finished screen performance. See it and judge for yourself.

ADVERTISE PARAMOUNT PICTURES MADE BY THE BEST ARTISTS

A RAOUL WALSH PRODUCTION PRESENTED BY ADOLPH ZUKOR JESSE L. LASKY

POLA NEGRI in

W. Somerset Maugham's colorful romance of a girl caught in the maze of mysterious China.

"EAST OF SUEZ"

a Paramount Picture

WITH EDMUND LOWE ROCKCLIFFE FELLOWES NOAH BERRY



Four-column Newspaper Advertisement 4.4

POLA NEGRI RAOUL WALSH PRODUCTION

PRESENTED BY ADOLPH ZUKOR JESSE L. LASKY

IN **"EAST OF SUEZ"** a Paramount Picture

A romance-thriller produced with the same sumptuousness as "Forbidden Paradise," by the director of "The Thief of Bagdad." You'll be spellbound from the first flash to the last.



Two-column Supplementary Press Ad 2ASX

ADOLPH ZUKOR JESSE L. LASKY PRESENT

POLA NEGRI in



Screen Scrapbook

POLA NEGRI in **"EAST OF SUEZ"** a Paramount Picture



Four-Page Roto Magazine

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A **RAOUL WALSH** PRODUCTION
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JESSE L. LASKY

POLA NEGRI

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W. Somerset Maugham's colorful romance of a girl caught in the maze of mysterious China.

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Four-column Newspaper Advertisement 4A

POLA NEGRI

RAOUL WALSH PRODUCTION

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ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

POLA NEGRI

in

Screen Scrapbook

POLA NEGRI
IN
"EAST OF SUEZ"
A Paramount Picture

Four-Page Roto Magazine

PICTURES WITH PARAMOUNT ADS
ARTISTS — YOU GET THEM AT COST

EGRI

in

W. Somerset Maugham's powerful romance of a girl caught in the maze of mysterious China.

EZ"

NOAH BEERY

Scrapbook

POLA NEGRI

IN A RAOUL WALSH PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



A
Paramount
Picture

WITH
EDMUND LOWE
ROCKCLIFFE FELLOWES
NOAH BEERY

Pola as a mystery-girl of the thrill-scented Orient. A worthy successor to "Forbidden Paradise."

From the successful stage play by W. Somerset Maugham, author of "Rain." Screen play by Sada Cowan.

Three-column Newspaper Advertisement 3A



Two-column Supplementary Press Ad 2AS

Your Exchange

has mats of all the ads and production scenes. Also cuts of one and two-column ads. Order by numbers. See other production scenes on front page.

oto Magazine

of the four-page R...



WITH EDMUND LOWE ROCKCLIFFE FELLOWES NOAH BERRY

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ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

POLA NEGRI



EAST of SUEZ—"where there ain't no ten commandments." And a girl has a man-sized fight against Oriental intrigue. A luxurious production with both eye and heart appeal.

From the play by W. Somerset Maugham
Screen play by Sada Cowan

Two-column Press Advertisement 2A



Four-Page Roto Magazine

Above is illustrated the cover of the four-page Roto Magazine on this production. Actual size is 11 x 17 inches.

If you haven't yet used Paramount Roto Magazine, here's the place to start. Ask your local Ad Sales Manager to tell you about their wonderful exploitation possibilities, and to explain how you can get your local merchants to buy space on the back page to reimburse you for your investment. Thousands of exhibitors are already doing this.

You get them at actual cost—\$7.50 per copy.



Striking Cover of Four-Page Color Magazine

NOAH BEERY

A
Paramount
Picture

WITH
EDMUND LOWE
ROCKCLIFFE FELLOWES
NOAH BEERY

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Pola Negri and Rockcliffe Fellowes in the Raoul Walsh Production "East of Suez" A Paramount Picture
Two-column Production Mat 2P



THE same marvelous Pola you saw in "Forbidden Paradise." In a tingling tale of scarlet nights "where there ain't no ten commandments."

One Column Press Ad 1A

HERALD

To the left is illustration of the classy herald cover. See this in color, and you'll want every eye in town to see it.

Flashy scenes and strong selling talk in the double-page center spread. Back page blank for your theatre name, dates, etc.

A thousand for only \$3.00.

EAST OF SUEZ

ver of Four-Page Colo 1 Herald

SELL YOUR PATRONS "EAST OF SUEZ" SPECIAL PUBLICITY STORIES

New Negri Picture Laid in China; Star Plays English Girl

Cast as White Girl, Educated in England, but Living in Shanghai

GONE NATIVE" is a term of reproach throughout every continent in the world which carries the greatest bitterness of which the white race is capable.

To "go native" means that a white man has forgotten the traditions of his race and begun to associate with the native people of

Pola Negri wears nothing that could be called a make-up in public. Her complexion is absolutely flawless. It is also colorless, her skin being that beautiful transparent white which is the pride of so many women from central Europe.

Although in pictures, for purposes of good photography, she uses various forms of makeup, when she appears on the street her natural complexion is so perfect that it requires nothing more than a little powder such as is used by practically every woman.

Her eyebrows are naturally very black with a slightly bluish sheen. The natural color of her lips is red which shows very vividly against the dead white of her complexion.

In her latest Paramount picture, "East of Suez", a Raoul Walsh production coming to the on Miss Negri used make-up which simply accentuated her natural complexion.

Pola in Paramount Picture Produced by Raoul Walsh

Pola Negri comes to the Theatre next in a new Famous Forty-Paramount production, "East of Suez", directed by Raoul Walsh, the man who made Douglas Fairbanks' "The Thief of Bagdad".

Walsh obtained his first experience as a director under the watchful eye of D. W. Griffith. His first opportunity to direct came after about two years

the land where he is living.

In America, the native peoples have been so far absorbed that it is almost impossible for a white man to win this term of reproach, but in many oriental and African countries where the white race considers itself above the native populations, the term is still one of contempt.

Examples of what happens when a man "goes native" are shown very powerfully in Pola Negri's latest starring picture for Paramount, "East of Suez", an adaptation by Sada Cowan of Somerset Maugham's stage play.

Pola plays the role of a girl who is supposed to be of mixed parentage—a white girl, educated in England, but living in Shanghai where her father, before his death, was British consular agent.

Social inequality with others of the English colony causes many painful moments for the beautiful girl who finds herself, though independently rich, alone and friendless in China, the prey of both native and foreign rascals who seek to take advantage of her solitary position.

"East of Suez" comes to the

ADVANCE STORIES

Pola Negri Star in "East of Suez," Paramount Production Coming to Rialto

EAST OF SUEZ", a new Paramount picture starring Pola Negri, opens next at the Theatre for a run of days.

The screen play, produced by Raoul Walsh from Sada Cowan's adaptation of the stage play of the same name by Somerset Maugham, features Edmund Lowe, Rockcliffe Fellowes and Noah Beery in support of the star.

Pola Negri as Daisy is the girl around whom the theme is woven. The story opens with her enroute to her father's

Produced by Raoul Walsh from the Somerset Maugham play of the same name, "East of Suez" carries the audience into a mysterious land which has concealed and fostered more mystery than any other equal space on the globe, the Chinese Empire.

Bringing such a story to the screen called forth all the inventive genius of the Paramount forces. As a result sets, decorations, furnishings and costumes produced for this picture combine to present an orgy of gorgeousness which is all the more impressive because of the richness of the unfamiliar Chinese artistry.

The featured cast chosen to support Pola Negri in "East of Suez", which Sada Cowan adapted to the screen, is one of the strongest which has yet been grouped with the famous star. Edmund Lowe, Rockcliffe Fellowes, Noah Beery, E. H. Calvert and Sojin Kamiyama are the players who head the cast.

The whole Pacific coast was ransacked for unusual Chinese furnishings with which to deck the sets of "East of Suez". What could not be found in America was ordered from Honolulu and China. The result is a procession of beautiful settings which serve to illustrate all that is magnificent in the life of the upper classes of China.

The story itself contains an enthralling love theme which is one of the most unusual ever screened.

"East of Suez", Paramount Screen Version of Somerset Maugham's Stage Success Starring Pola Negri, Due Here

Her husband had warned her not to see the other man again on pain of death so—she invited him to dinner!

What happened when, just as the silent oriental servant announced that dinner was served, the form of the husband was seen advancing through the bamboo and lotus trees of the mysterious old Chinese garden?

This situation is one of the most dramatic in Pola Negri's latest starring picture for Paramount, "East of Suez", a Raoul Walsh production which opens on at the Theatre.

Written by Somerset Maugham, this story contains the breath and spirit of the Orient and the reaction of the white people who become involved in the intrigues of a powerful Chinese nobleman.

seen him since she was eight years old. On the boat, George Tevis (Edmund Lowe) and Harry Anderson, played by Rockcliffe Fellowes make love to her. She is attracted to the former.

A telegram from the British Consul at Shanghai announces the death of Daisy's father. One of the passengers knows the man's name and recognizes him as a former British consular agent who, years before, married a Chinese girl. The word goes around the ship that Daisy is a Chinese half caste. Many who had been charming to her now treat her coldly.

She arrives in Shanghai without a single relative in the world. Lonely and heart broken, she accepts Tevis' offer of marriage. Unfortunately, George is tricked by his uncle the Consul (Noah Beery) into a trip to the interior of China and Daisy, thinking he has abandoned her, gives way to despair. A powerful Chinese nobleman, Lee Tai, is determined to secure her for himself and works with such determination that she is terror stricken. When Anderson proposes marriage, she accepts, hoping to escape the terrible Chinaman.

Anderson soon discovers that Amah, an old Chinese nurse in Daisy's household, claims to be her mother and his reaction leads him to treat his wife with great cruelty. Tevis tormented by his love for Daisy, returns to Shanghai and goes to visit her. She has been warned not to see him on pain of death by her husband but she thinks Harry is out of the city. He returns just as they are at dinner and the situation develops terrific drama which is heightened by the fact that Lee Tai has planned the death of Tevis with a glass of poisoned wine.

"East of Suez" is one of the strongest and most intriguing mystery stories to come out of the east. The unravelling of the dark secret which concerns the girl's early days offers a story of unusual interest.

MILESTONES

by Pola Negri

(Star of the Paramount picture "East of Suez," which opens in days' run next..... at the Theatre.)

MY life is milestoned by the dressing rooms I have used.

When I look about my present dressing room in the Paramount studio in Hollywood and realize the comfort and careful arrangement for practicability my mind goes back to those I used—or shared—in the old days.

My first dressing room was in Leningrad, lately called Petrograd, and once—how long ago!

The word is "S-L-E-P-O-R-O-M". It is the name of a coal mine which has been in her mother's family for centuries. Pola wears a signet ring, gold, with a flat blue stone in which is engraved the coat of arms.

"I feel it is my talisman against trouble and danger," says Pola Negri.

The night she made her debut September the first, 1912, in Warsaw her mother came to her dressing room and slipped the ring on her finger.

"It will make failure impossible," her mother said.

The design is that of a pigeon grasping a horse-shoe which rests upon a crown of five points. Beld the crown is a shield with another pigeon holding a second horse-shoe in its beak.

"Once, in Europe, I was moving and mislaid my ring," says Pola. "I couldn't work, sleep or play for two days until everything had been ransacked and the ring found. I found my luck-piece."

Even on the set where Pola Negri appeared in her latest starring picture for Paramount, "East of Suez", which Raoul Walsh produced with Edmund Lowe, Rockcliffe Fellowes and Noah Beery featured opposite the star, she was never without the signet ring.

"East of Suez" comes to the on next.

Pola's New Coiffure

Pola Negri has a new coiffure. It is not any one of the numerous bobs which bob in and out of fashion with rapidly bewildering frequency. It is a simple, practical, place with stone floor and tufts set in iron sconches, narrow slatted windows—cold in the winter, warm in the summer.

Then came a dressing room, a theatre in Warsaw. This was reached by a narrow stairway which turned up along a sheer wall.

But the worst dressing room she had was one they put up for the filming of a picture directed by Lubitsch. It was just a canvas on the side of a hill. The picture was making was a comedy, and wasn't enough to keep the comedy in good humor under such conditions.

My present dressing room is a great contrast to all the other little detached bungalow-like corner of the Paramount studio. It is divided inside. One room is a dressing room. The other is a sort of lounge room where I sit, lunch and receive my friends, porters, etc.

As I look back over my career I realize that it has been milestoned by dressing rooms. Each one has occupied marks a distinct phase in my life before the camera. From the stone box in far off Leningrad to the quaint little bungalow-dressing room in Hollywood is a far cry and represents fifteen years of hard work.

ST OF SUEZ" WITH THESE BIG STORIES, SHORTS, PRESS REVIEWS

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NEWSPAPER REVIEWS

"East of Suez"

EAST is East; and West is West—but are they?

Anyway, the twain do meet in Pola Negri's new Paramount picture, "East of Suez," which opened at the Theatre yesterday.

"East of Suez" is an adaptation by Sada Cowan of the Broadway stage play of the same name by Somerset Maugham. Raoul Walsh, remembered as the director of "The Thief of Bagdad", directed the production, which features Edmund Lowe, Rockcliffe Fellowes and Noah Beery in support of the star.

Pola plays the role of Daisy Forbes, beautiful young daughter of the British Ambassador to Peking. At eight years of age her father sent her to England to be educated. She is returning to him a

hands of the Chinese, invites the other man to dinner. Lee Tai, the nobleman, plans with the old nurse to get rid of the fellow (Edmund Lowe).

The husband, played by Rockcliffe Fellowes, returns unexpectedly. Three glasses of wine are brought in—one is poisoned. They drink. Who gets the poisoned glass?

That's just what should attract you to the Theatre where "East of Suez" will be on view for the next days. It's rare entertainment.

You've often heard say that such-and-such a picture absolutely presented Pola at her best. "East of Suez" really does.

Both Lowe and Fellowes are featured along with Noah Beery in support of Miss Negri in the production, which was adapted for the screen by Sada Cowan. Raoul Walsh directed. Others in the strong cast of the picture are Sojin Kamiyama, one of the foremost actors on the Japanese stage; Mrs. Wong Wing, E. H. Calvert, Florence Regnart and Charles Requa.

"East of Suez" Pola Negri's Latest and Best

It takes a real picture to come up to the standard of Pola Negri in Ernst Lubitsch's "Forbidden Paradise", but Miss Negri's latest for Paramount, "East of Suez," a Raoul Walsh production which is the feature at the Theatre all this week, is just as gripping and entertaining a feature.

The screen play, written by Sada Cowan from Somerset Maugham's stage success, has for its background China—with all its romance and mystery and lurking perils.

The star is cast as a beautiful young English girl, daughter of a British Consular Agent living in Shanghai. Daisy (Miss Negri) has been away at school in England since she was eight years old. In all this time she has not seen her father. She returns only to be greeted with the news of his death and, what is probably more heart-rending, that she is the daughter of English and Chinese parents—a half-caste, which is but another way of saying a social outcast.

What a role this is for Pola Negri! How she does play it!

Three men want Pola—one an Oriental who stops at nothing to get a young woman.

On shipboard a cablegram informs the girl of her father's death. It is rumored that he had married a Chinese woman. The people who had once been eager for Daisy's company now turn against her because they believe her to be a Chinese half-caste.

In Shanghai the girl is greeted by Amah, an old Chinese nurse, who tells Daisy she is her mother. The woman is really the tool of the sinister Lee Tai, Chinese nobleman, who covets the girl.

Thus does Daisy find herself, alone, friendless, in a strange land, surrounded by undreamed-of terrors. The net of conspiracy closes about her as Lee Tai tries to force her to marry him.

Two men Daisy had met on the boat make a bid for her hand. She marries one to save herself from the scheming Oriental while the other is persuaded by his uncle, the Consul, that such a marriage would ruin his career.

As the picture draws to a close, Daisy's husband is killed and the other man confesses that he loved her all the time and that it was only loyalty to his uncle that held him back.

The fade-out shows Pola and Lowe sailing away from "those lights"—to England and the future.

"East of Suez" is an ideal vehicle for Pola Negri!

Pola in a New Role

Something new for Pola!

"East of Suez", a Paramount screen version of the Broadway stage play of the same name by Somerset Maugham, brings Pola Negri to the screen at the Theatre in a story with

Fine Cast Opposite Pola in Her Latest Film, 'East of Suez'

Edmund Lowe, Rockcliffe
Fellowes, Noah Beery
Have Featured Roles

A CAST chosen from the ranks of the foremost screen players in the motion picture capital plays in support of Pola Negri in her latest Paramount production, "East of Suez", a Raoul Walsh production, adapted by Sada Cowan from the Broadway stage play by Somerset Maugham, which will be the feature at the Theatre all next week.

Three glasses of wine were carried in by the Chinese servant. One of them contained a deadly poison.

Three people, a wife, her husband and the man who loved her, pledged each other in the wine. Which glass did she drink?

Suspense, mystery and drama are piled one upon the other in thrilling sequence in Pola Negri's latest starring picture for Paramount, "East of Suez", which Raoul Walsh produced.

Adapted to the screen by Sada Cowan from Somerset Maugham's enthralling play of the Orient, "East of Suez" brings new types and new settings to the silver screen. A riot of fanciful and artistic Chinese furniture, temples, gardens and mansions are included in this gorgeous spectacle of the mysterious eastern world.

Featured in support of Pola in "East of Suez", which opens next at the Theatre, are Edmund Lowe, Rockcliffe Fellowes and Noah Beery at the head of a strong cast.

Paramount's "East of Suez" Riot of Colorful Settings

"East of Suez", Pola Negri's latest Paramount starring picture, due next at the Theatre, challenges, for color and richness, anything ever before seen on the screen.

The settings included in the picture, which was adapted by Sada Cowan from Somerset Maugham's stage play by that name, show a magnificent Chinese house-boat furnished with gorgeous eastern hangings, idols of bronze and rare Chinese carpets; a

Edmund Lowe plays opposite the star. He has a featured role along with Rockcliffe Fellowes and Noah Beery.

Lowe has been starred in several recent successes and will be remembered for his work in support of Betty Compson in "The White Flower".

Fellowes, one of the strongest players on the screen, recently scored a decided hit in both "The Border Legion", a Paramount picturization of Zane Grey's novel, and the James Cruze production, "The Garden of Weeds".

Noah Beery has given really great characterizations in a long string of Paramounts—"Wanderer of the Wasteland", "North of 36" and others.

Other big names in the cast of "East of Suez" include Sojin Kamiyama, one of the foremost actors of the Japanese stage; Mrs. Wong Wing in a clever portrayal of an old Chinese nurse, Florence Regnart, Charles Requa and E. H. Calvert.

"East of Suez" is a story of a white girl, educated in England and living in Shanghai where her father is British Consular Agent. She is loved by two men she meets on the boat on her way to China and coveted by a sinister Chinese nobleman who resorts to all the cunning he can summon to win the girl for himself.

Her eyebrows are naturally very black with a slightly bluish sheen. The natural color of her lips is red which shows very vividly against the dead white of her complexion. In her latest Paramount picture, "East of Suez", a Raoul Walsh production coming to the on Miss Negri used make-up which simply accentuated her natural complexion.

Pola in Paramount Picture Produced by Raoul Walsh

Pola Negri comes to the Theatre next in a new Famous Forty-Paramount production, "East of Suez", directed by Raoul Walsh, the man who made Douglas Fairbanks' "The Thief of Bagdad". Walsh obtained his first experience as a director under the watchful eye of D. W. Griffith. His first opportunity to direct came after about two years

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Pola Negri Never Uses

Make-Up When in Public Experience with the old Biograph Company where he acted in several pictures.

Prior to his production of "East of Suez", he made "Regeneration", "The Honor System" and "Kindred of the Dust".

"East of Suez" adds another to his long list of successes.

Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in support of the star.

Hello! How Am I?

The world's strangest method of greeting strangers prevails among certain classes in China, according to Sojin Kamiyama, who has a prominent role in support of Pola Negri in her latest Paramount starring production, "East of Suez", which may be seen at the Theatre on

"When two people in China meet," says Sojin, "in place of the hearty handshake as is usual in the western world, each person seizes his left hand with his own right and gives it an enthusiastic shaking."

Chinese handshakes and many other quaint customs of the Orient will be seen in "East of Suez", an adaptation of the Somerset Maugham stage play, in which East does really meet West.

Edmund Lowe, Rockcliffe Fellowes and Noah Beery appear in featured roles in the cast.

The whole Pacific coast was ransacked for unusual Chinese furnishings with which to deck the sets of "East of Suez". What could not be found in America was ordered from Honolulu and China. The result is a procession of beautiful settings which serve to illustrate all that is magnificent in the life of the upper classes of China.

The story itself contains an enthralling love theme which is one of the most unusual ever screened.

"East of Suez", Paramount Screen Version of Somerset Maugham's Stage Success Starring Pola Negri, Due Here

Her husband had warned her not to see the other man again on pain of death so—she invited him to dinner!

What happened when, just as the silent oriental servant announced that dinner was served, the form of the husband was seen advancing through the bamboo and lotus trees of the mysterious old Chinese garden?

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She arrives in Shanghai without a single relative in the world. Lonely and heart broken, she accepts Tevis' offer of marriage. Unfortunately, George is tricked by his uncle the Consul (Noah Beery) into a trip to the interior of China and Daisy, thinking he has abandoned her, gives way to despair. A powerful Chinese nobleman, Lee Tai, is determined to secure her for himself and works with such determination that she is terror stricken. When Anderson proposes marriage, she accepts, hoping to escape the terrible Chinaman.

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Mystery, Drama, Suspense Keynotes of "East of Suez", Famous Forty-Paramount Picture Starring Pola Negri

Mystery, drama and suspense are the three keynotes of the new Pola Negri starring picture for Paramount, "East of Suez", which comes to the

Featured in support of Pola Negri are Edmund Lowe, Rockcliffe Fellowes and Noah Beery.

Others in the cast are E. H. Calvert, Mrs. Wong Wing, Florence Regnart, Charles Requa and the clever Japanese actor, Sojin Kamiyama.

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place.	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WILLIAM	Pioneer & Broadway.	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
	(and San Antonio, Tex.)	
EAGLES, HARRY C.	2017 Third Avenue.	Seattle, Wash.
	(and Portland, Ore.)	
ESHENFELDER, GEORGE	110 N. Lee Street.	Jacksonville, Fla.
	(and Charlotte, N. C.)	
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GAVIN, THOMAS	119-21 7th St.	Milwaukee, Wis.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Min.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
	(and Portland, Me.)	
MENDELSSOHN, WILLIAM	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E. 2nd St. So.	Salt Lake City, Utah.
RENAUD, KENNETH	2948 Cass Avenue.	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SHIELD, CORBIN	331 W. 44th St.	New York, N. Y.
	(and Albany, N. Y.)	
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM.	514 Grand Ave.	Oklahoma City, Okla.
THOMAJAN, P. K.	113 S. Monroe St.	Peoria, Ill.
WAGNER, CHAS. E.	251 N. 5th St.	Columbus, O.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WIEST, JAMES M.	1610 Davenport St.	Omaha, Nebr.
	(and Des Moines, Iowa.)	
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.

The design is that of a pigeon grasping a horse-shoe which rests upon a crown of five points. Below the crown is a shield with another pigeon holding a second horse-shoe in its beak.

"Once, in Europe, I was moving and mislaid my ring," says Pola. "I couldn't work, sleep or play for two days until everything had been ransacked and the ring found. It's my luck-piece."

Even on the set where Pola Negri appeared in her latest starring vehicle for Paramount, "East of Suez", which Raoul Walsh produced with Edmund Lowe, Rockcliffe Fellowes and Noah Beery featured opposite the star, she was never out the signet ring.

"East of Suez" comes to the on next.

Pola's New Coiffure

Pola Negri has a new coiffure. It is not any one of the numerous bobs which bob in and out of style with rapidity bewildering to the

place with stone floor and triche set in iron sconches, narrow slits for windows—cold in the winter and warm in the summer.

Then came a dressing room in the theatre in Warsaw. This was reached by a narrow stairway which twisted and turned up along a sheer brick wall.

But the worst dressing room I ever had was one they put up for me in the Bavarian mountains during the filming of a picture directed by Ernst Lubitsch. It was just a canvas tent on the side of a hill. The picture was making was a comedy, but wasn't enough to keep the company in good humor under such conditions.

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Nine Letter Word Spells

Success for Pola Negri

Note—No. This isn't a crossword puzzle.

A word of nine letters, success, fame and

almost forgotten conven which once prevailed.

Pola's new head-dress is Chinese in style in which the hair is fastened in a bun and then drawn tight so that it carved in ebony. The Chinese noted for the unusual effects they secure in this respect. blue-black tresses lend themselves the smooth perfection of the Chinese style admirably and it is this that a new vogue may result from her latest starring picture for Paramount, "East of Suez", ready screen at the Theatre next

Raoul Walsh produced "East of Suez". Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in the cast supporting Pola Negri.

Sada Cowan adapted the story from the Somerset Maugham stage play of that name.

Held Over

Pola Negri's newest Paramount starring production, "East of Suez", a Raoul Walsh production which to have closed its run at the Theatre this evening, will be held over for another day.

Sada Cowan adapted the story from Somerset Maugham's stage play, the same name. Featured in leading roles in support of the star are Edmund Lowe, Rockcliffe Fellowes and Noah Beery.

"East of Suez" brings Pola Negri to the screen in a different sort of role. It's Pola at her best!

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Pola Negri has a new coiffure. It is not any one of the fashions which bob in and out of the air rapidly bewildering for the face with stone floor and torches in iron sconches, narrow slits for windows—cold in the winter and arm in the summer.

Then came a dressing room in the theatre in Warsaw. This was reached by a narrow stairway which twisted and turned up along a sheer brick wall.

But the worst dressing room I ever had was one they put up for me in the Bavarian mountains during the filming of a picture directed by Ernst Lubitsch. It was just a canvas tent on the side of a hill. The picture I was making was a comedy, but it wasn't enough to keep the company in good humor under such conditions.

My present dressing room is a great contrast to all the others—a little detached bungalow in one corner of the Paramount studio lot. It is divided inside. One room is my dressing room. The other section is sort of lounge room where I rest, lunch and receive my friends, reporters, etc.

As I look back over my career, I realize that it has been marked by dressing rooms. Each one I have occupied marks a distinct phase in my life before the camera. From the tone box in far off Leningrad to my quaint little bungalow-dressing room in Hollywood is a far cry and it represents fifteen years of hard, hard work.

Nine Letter Word Spells Success for Pola Negri

Note—No. This isn't a crossword puzzle.

A word of nine letters is success, fame and ... Pola

almost forgotten conversation which once prevailed. Pola's new head-dress is Chinese, a style in which the hair is fashioned and then drawn tight so that it seems carved in ebony. The Chinese are noted for the unusual effects which they secure in this respect. Pola's blue-black tresses lend themselves to the smooth perfection of the Oriental style admirably and it is possible that a new vogue may result when her latest starring picture for Paramount, "East of Suez", reaches the screen at the ... Theatre next ...

Raoul Walsh produced "East of Suez". Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in the cast supporting Pola Negri. Sada Cowan adapted the story from the Somerset Maugham stage play of that name.

Held Over

Pola Negri's newest Paramount starring production, "East of Suez", a Raoul Walsh production which was to have closed its run at the ... Theatre this evening, will be held over for another day.

Sada Cowan adapted the story from Somerset Maugham's stage play of the same name. Featured in leading roles in support of the star are Edmund Lowe, Rockcliffe Fellowes and Noah Beery.

"East of Suez" brings Pola to the screen in a different sort of role—it's Pola at her best!

s rare entertainment. You've often heard say that such-and-such a picture absolutely presented Pola at her best. "East of Suez" really does.

Both Lowe and Fellowes are featured along with Noah Beery in support of Miss Negri in the production, which was adapted for the screen by Sada Cowan. Raoul Walsh directed. Others in the strong cast of the picture are Sojin Kamiyama, one of the foremost actors on the Japanese stage; Mrs. Wong Wing, E. H. Calvert, Florence Regnart and Charles Requa.

"East of Suez" Pola Negri's Latest and Best

It takes a real picture to come up to the standard of Pola Negri in Ernst Lubitsch's "Forbidden Paradise", but Miss Negri's latest for Paramount, "East of Suez," a Raoul Walsh production which is the feature at the ... Theatre all this week, is just as gripping and entertaining a feature.

The screen play, written by Sada Cowan from Somerset Maugham's stage success, has for its background China—with all its romance and mystery and lurking perils.

The star is cast as a beautiful young English girl, daughter of a British Consular Agent living in Shanghai. Daisy (Miss Negri) has been away at school in England since she was eight years old. In all this time she has not seen her father. She returns only to be greeted with the news of his death and, what is probably more heart-rending, that she is the daughter of English and Chinese parents—a half-caste, which is but another way of saying a social outcast.

What a role this is for Pola Negri! How she does play it!

Three men want Pola—one an Oriental who stops at nothing to get a young woman.

On shipboard a cablegram informs the girl of her father's death. It is rumored that he had married a Chinese woman. The people who had once been eager for Daisy's company now turn against her because they believe her to be a Chinese half-caste.

In Shanghai the girl is greeted by Amah, an old Chinese nurse, who tells Daisy she is her mother. The woman is really the tool of the sinister Lee Tai, Chinese nobleman, who covets the girl.

Thus does Daisy find herself, alone, friendless, in a strange land, surrounded by undreamed-of terrors. The net of conspiracy closes about her as Lee Tai tries to force her to marry him.

Two men Daisy had met on the boat make a bid for her hand. She marries one to save herself from the scheming Oriental while the other is persuaded by his uncle, the Consul, that such a marriage would ruin his career.

As the picture draws to a close, Daisy's husband is killed and the other man confesses that he loved her all the time and that it was only loyalty to his uncle that held him back.

The fade-out shows Pola and Lowe sailing away from "those lights"—to England and the future.

"East of Suez" is an ideal vehicle for Pola Negri!

Pola in a New Role

Something new for Pola!

"East of Suez", a Paramount screen version of the Broadway stage play of the same name by Somerset Maugham, brings Pola Negri to the screen at the ... Theatre in a story with Oriental settings—a story laid in China, with the star in the role of a white girl, educated in England and living in Shanghai.

The plot is woven about the star, as Daisy Forbes, two white men, a sinister Chinese nobleman who sets a trap for the girl, and an old Chinese nurse who alone holds the secret of the mystery of Daisy's parentage. It is general belief that the girl is half Chinese. Subsequent events, however, prove otherwise.

The big punch in the production comes when the star, who has to accomplish his end. The other two white men, played by Edmund Lowe and Rockcliffe Fellowes, who, with Noah Beery, are featured in support of the star. Which one gets her?

You've seen Pola in every conceivable character from Queen to apache dancer, but never in such a role as "East of Suez" affords. You haven't seen Pola Negri until you've seen "East of Suez"!

MR. EDITOR—

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you: DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?

Yes 98.5%
No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?

Yes 97.5%
No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.

ring picture for Paramount, "East of Suez", which Raoul Walsh produced.

Adapted to the screen by Sada Cowan from Somerset Maugham's enthralling play of the Orient, "East of Suez" brings new types and new settings to the silver screen. A riot of fanciful and artistic Chinese furniture, temples, gardens and mansions are included in this gorgeous spectacle of the mysterious eastern world.

Featured in support of Pola in "East of Suez", which opens next ... at the ... are Edmund Lowe, Rockcliffe Fellowes and Noah Beery at the head of a strong cast.

Paramount's "East of Suez" Riot of Colorful Settings

"East of Suez", Pola Negri's latest Paramount starring picture, due next ... at the ... Theatre, challenges, for color and richness, anything ever before seen on the screen.

The settings included in the picture, which was adapted by Sada Cowan from Somerset Maugham's stage play by that name, show a magnificent Chinese house-boat furnished with gorgeous eastern hangings, idols of bronze and rare Chinese carpets; a

Edmund Lowe plays opposite the star. He has a featured role along with Rockcliffe Fellowes and Noah Beery.

Lowe has been starred in several recent successes and will be remembered for his work in support of Betty Compson in "The White Flower".

Fellowes, one of the strongest players on the screen, recently scored a decided hit in both "The Border Legion", a Paramount picturization of Zane Grey's novel, and the James Cruze production, "The Garden of Weeds".

Noah Beery has given really great characterizations in a long string of Paramounts—"Wanderer of the Wasteland", "North of 36" and others.

Other big names in the cast of "East of Suez" include Sojin Kamiyama, one of the foremost actors of the Japanese stage; Mrs. Wong Wing in a clever portrayal of an old Chinese nurse, Florence Regnart, Charles Requa and E. H. Calvert.

"East of Suez" is a story of a white girl, educated in England and living in Shanghai where her father is British Consular Agent. She is loved by two men she meets on the boat on her way to China and coveted by a sinister Chinese nobleman who resorts to all the cunning he can summon to win the girl for himself.

Here's Pola in a different kind of role, in a picture that is going to prove the most popular thing she has ever done.

"East of Suez" Negri Mystery-Drama of Orient

Chinese garden; a Chinese temple which rivals in magnificence the famed places of Peking; scenes on an ocean liner and an amazing array of fashion which contrasts the modes of both Paris and the Orient.

Among the tense dramatic situations which are developed by the story are scenes between two men and a woman with a glass of poisoned wine; the intrigue of a powerful Chinese nobleman in his efforts to win a foreign bride; the exciting moment when Pola Negri, as the persecuted heroine, throws herself from a house-boat into a river in the dead of night and many additional scenes said to contain enthralling human interest.

Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in support of Miss Negri.

Final Showings

The final showings of the Paramount picture, "East of Suez", a Raoul Walsh production starring Pola Negri which opened last ... at the ... Theatre, will be held there today.

The picture is an adaptation by Sada Cowan of Somerset Maugham's stage play by that name.

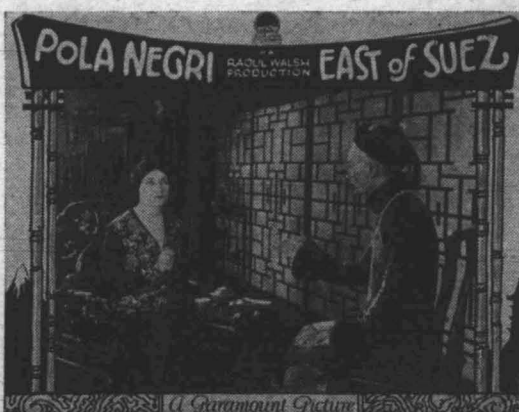
Edmund Lowe, Rockcliffe Fellowes and Noah Beery are featured in support of Miss Negri in the production.

"East of Suez" is a mystery love-drama with scenes laid in China.



Pola Negri in a Raoul Walsh Prod PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth"



PHOTOS FOR YOUR LOBBY

22 x 28 (Colored)40
11 x 14 Set of Eight (Colored)60

For Newspaper Ads

ADVERTISING CUTS

One Column35
Two Column65
Supplementary (Two Column)25

22 x 28 Gilt Frames	1.50
Heralds, per thousand	3.00
Rotogravure Magazine, per thousand	7.50
Window Card07
Announcement Slide15
Publicity Photos, Each10

Trailers—National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive St., Los Angeles, Cal.
284 Turk St., San Francisco

Press Books and Music Cues are gratis.

National Screen Service, Inc.
sues by a Service and De
Trailer on "East of Suez."
in touch with nearest branch.
Price List on this page.

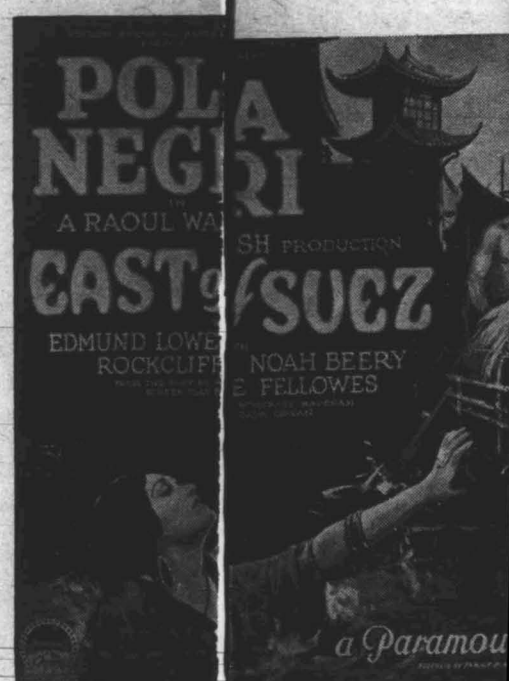


One Sheet Poster 1A

Don't keep the pictures you run
a secret. There's cash in the
flash of peppy Paramount paper!



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.



Walsh Production "East of Suez" ER THAT PACKS THE PUNCH



Running, It's Worth Advertising"



Nation
ues bo
Trailer
n touch
Price L

Screen Service, Inc., is
a Service and De Luxe
in "East of Suez." Get
with nearest branch. See
list on this page.

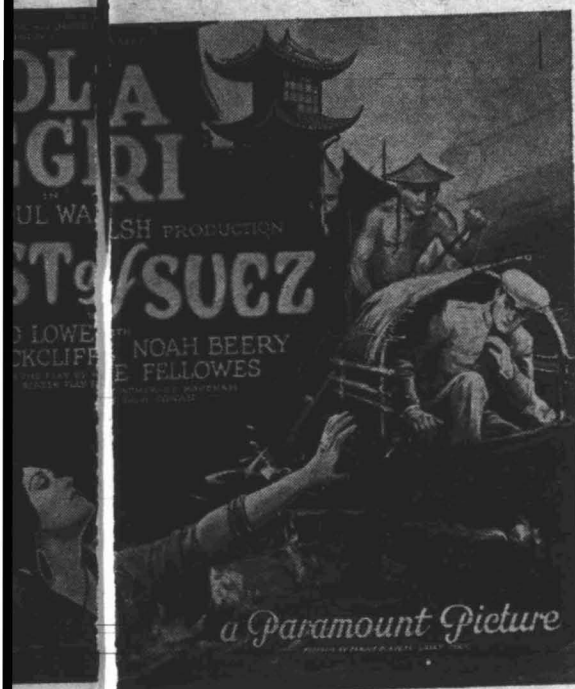
The picture barometer indicates cyclonic
drama and high tide of thrills due soon from
"East of Suez."

Two bull's-eyes in a row from Pola Negri
—"Forbidden Paradise" and now "East of
Suez"



Window Card

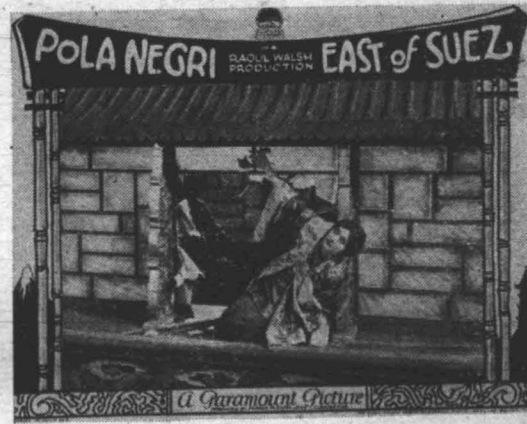
Put the picture over the top by
putting posters over the town.
Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Ad Catchlines

The drama of a girl who matched her
wits against the cunning of the Orient—and
came out on top.

Pola in rare Chinese silks and Parisian
gowns—every bit as wonderful as in "For-
bidden Paradise."

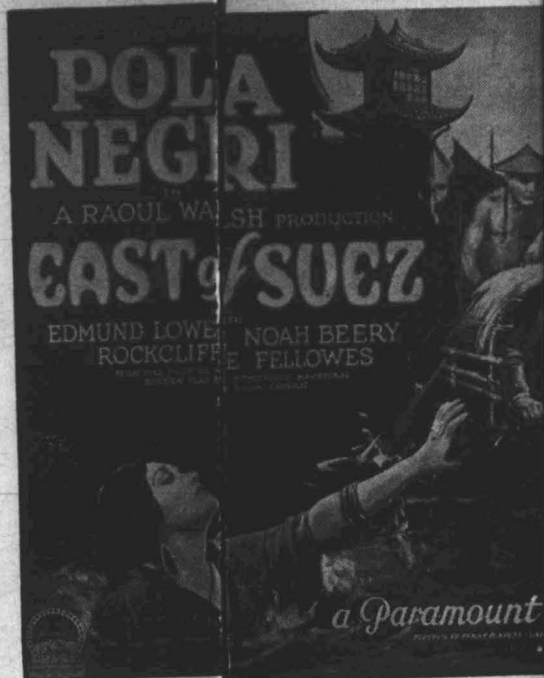




One Sheet Poster 1A



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



SET OF EIGHT COLORED LOBBY CARDS

Price List for Advertising Material

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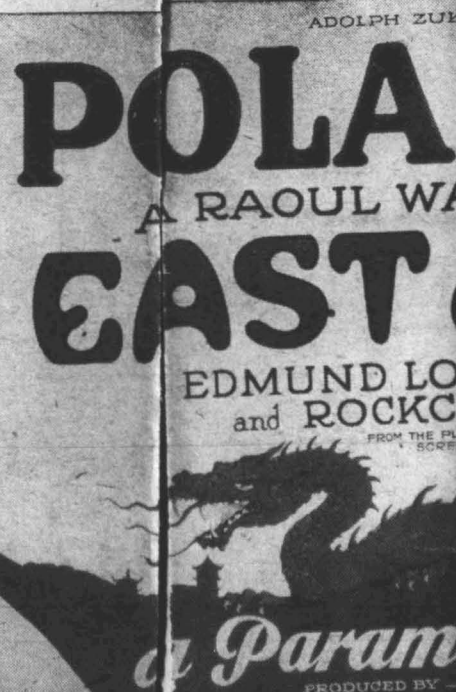
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For Outdoor Advertising POSTERS	
One Sheet (1A and 1B)	\$.15
Three Sheet (3A and 3B)	.45
Six Sheet (6A)	.75
Twenty-four Sheet (24A)	2.40

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column	\$.05
Two Column	.10
Supplementary (Two Column) (Adv. Only)	.10
Three Column	.15
Four Column (Adv. Only)	.25
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A

Colored Insert Card

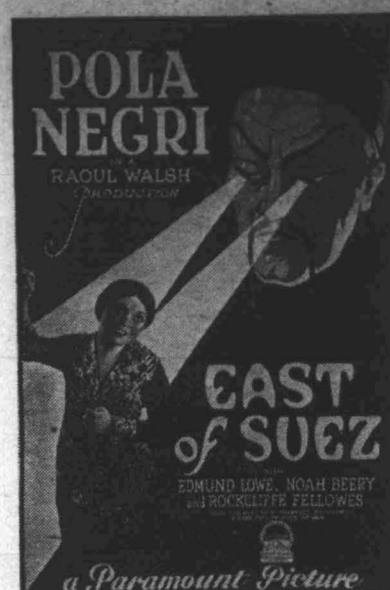
MAILERS

n touch on this page.
Price L

Forbidden Paradise and now East of Suez"

A Paramount Picture

Window Card



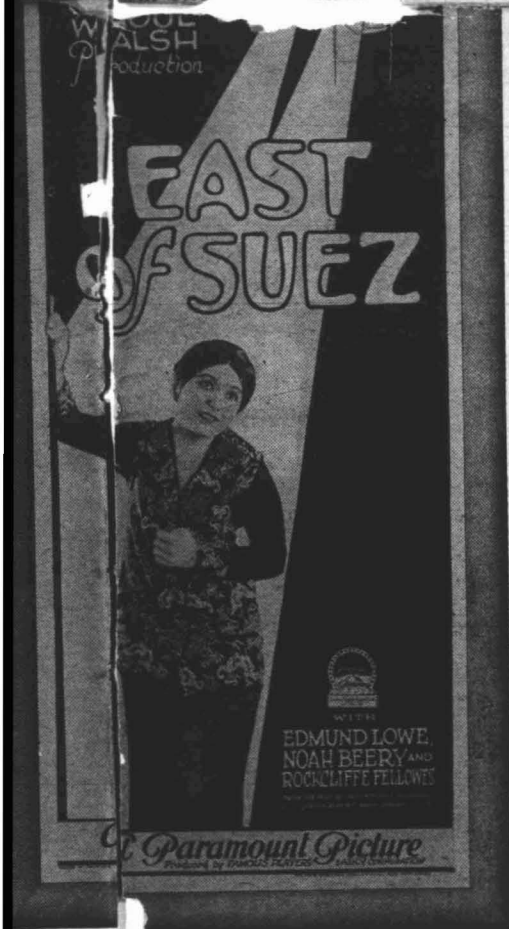
One Sheet Poster 1B

Put the picture over the top by
putting posters over the town.
Here are real business-getters!

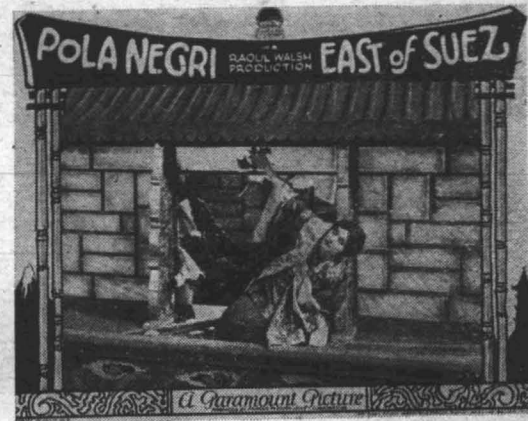


Announcement Slide

Six Sheet Poster 6A



Colored Insert Card



Ad Catchlines

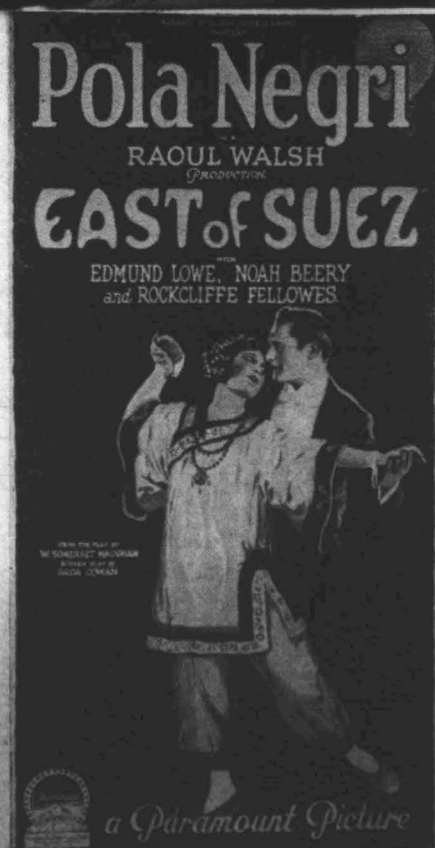
The drama of a girl who matched her
wits against the cunning of the Orient—and
came out on top.

Pola in rare Chinese silks and Parisian
gowns—every bit as wonderful as in "For-
bidden Paradise."

The emotional skyrocket whirling to the
peak of perfection—Pola Negri in "East of
Suez."



Two Sheet Poster 24A



Three Sheet Poster 3B

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